



WTOW
9 Red Donley Plaza
Mingo Junction, OH 43938

American Media & Advocacy Group
815 Slaters Lane
Alexandria, VA 22314

Contract # 335872

Schedule Dates 10/08/12-10/14/12
Advertiser Pol/ISS/National Rifle Association (13822)
Agency American Media & Advocacy Group (4189)
Product Political - Issue (1068)
Brand NRA (139173)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name ROBINSON, TRACEY
Phone/Fax /
CPE 3316
Account Types National/Political
Billing Type Standard
Comments NRA ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/05/12
Last Modified 10/05/12
Entered By Sharon Green
CO-OP No
Headline # 06364823
Demo
Order Type Issue - Regular
Package Deal
Commission % 15.00
Commission \$2,482.50
Net Total \$14,067.50
Sales Tax

Steuersville (WTOW)
By Broadcast Month
Oct. 2012 10 \$16,550.00
Grand Total: 10 \$16,550.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Sports-Football (1)	10/13/12-10/13/12	2	:30	12:00-04P- Big East Football							1		1	\$800.00	\$800.00	Steuersville (WTOW)	BIG EAST FTB/1	10/5/12
2.0	Normal Line / Sports-Football (2)	10/14/12-10/14/12	2	:30	7P- Football Night In America								1	1	\$2,500.00	\$2,500.00	Steuersville (WTOW)	FTBL NTE USA/2	10/5/12
3.0	Normal Line / Sports-Football (3)	10/14/12-10/14/12	2	:30	8:15P- NBC Sunday Night Football								2	2	\$5,000.00	\$10,000.00	Steuersville (WTOW)	NFL: SNF/3	10/5/12
4.0	Normal Line / Spot (4)	10/08/12-10/08/12	2	:30	11:35P- The Tonight Show With Jay Leno							1		1	\$700.00	\$700.00	Steuersville (WTOW)	TONITE SHW/4	10/5/12
5.0	Normal Line / Spot (6)	10/10/12-10/10/12	2	:30	11:35P- The Tonight Show With Jay Leno							1		1	\$700.00	\$700.00	Steuersville (WTOW)	TONITE SHW/5	10/5/12
6.0	Normal Line / Spot (7)	10/11/12-10/11/12	2	:30	11:35P- The Tonight Show With Jay Leno							1		1	\$700.00	\$700.00	Steuersville (WTOW)	TONITE SHW/7	10/5/12
7.0	Normal Line / Spot (8)	10/12/12-10/12/12	2	:30	11:35P- The Tonight Show With Jay Leno							1		1	\$700.00	\$700.00	Steuersville (WTOW)	TONITE SHW/8	10/5/12
7.0.1	Closed Preempt (8)	10/12/12															Steuersville (WTOW)	Program Change/Exception	
8.0	Normal Line / Spot (11)	10/12/12-10/12/12	2	:30	12:35A- Late Night With Jimmy Fallon							1		1	\$100.00	\$100.00	Steuersville (WTOW)	J FALLON/11	10/5/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WTOW-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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CO-OP No
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Sales Tax

Staebenville (WTOW)
By Broadcast Month Spots Rate
Oct. 2012 10 \$16,550.00
Grand Total: 10 \$16,550.00

CONFIRMATION CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
8.0.1	Closed Preempt (11)	10/12/12															Staebenville (WTOW)	Program Change/Exception	
9.0	Normal Line / Spot (12)	10/13/12-10/13/12	2	:30	11:30P- Saturday Night Live							1		1	\$350.00	\$350.00	Staebenville (WTOW)	SAT NITE LIVE/12	10/5/12
10.0	M/G For 7.0.1 / Spot (13)	10/09/12-10/09/12	2	:30	11:35P- The Tonight Show With Jay Leno			1						1	\$700.00	\$700.00	Staebenville (WTOW)	TONITE SHW/13	10/5/12
11.0	M/G For 8.0.1 / Spot (14)	10/09/12-10/10/12	2	:30	12:35A- Late Night With Jimmy Fallon			X	X					1	\$100.00	\$100.00	Staebenville (WTOW)	J FALLON/14	10/5/12

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WTOW-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

ADV # 382 ADV. NAME ISS/NRA REP. # OFF. # 2016 SALESMAN #
 AGY # 4189 AGY. NAME AMERICAN MEDIA & ADVOCACY GROUP BUYER NAME TRACEY ROBINSON
 815 SLATERS LANE SALES PRSN PH- TERESA DIFURIA
 ALEXANDRIA, VA 22314

ORDER # 335872 CONTRACT # 6364823 CLASS: NATL. LOCAL REGIONAL

PRDCT NRA EST#3316 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT8/12 OCT14/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT5/12 16.43

REP: TO SHARON
 FR NIKKI
 OK'D M1 SEE LINES 13 ADN 14
 TOTAL SAME
 PLS CNE THANKS

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

CF-10/5-4P-5K-5
Rev 10/5-4P-5K-5

LINE#:REP : CD: TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS : TOTL:
 : LINE#: : : : : : : DATE : DATE : /WK: INVT : : SPTS:

AGENCY ADVERTISER CODE =
 AGENCY PRODUCT CODE =
 AGENCY EST# = 3316

8	S		1135P-1235A	30		\$700.00	10/12	10/12	0		FRI	0
PROGRAM : TONITE SHW												
RM35-64 : 4.8												

13	A		1135P-1235A	30		\$700.00	10/9	10/9	1		TUE	1
PROGRAM : TONIGHT SHOW												
RM35-64 : 4.8												
ORD COM1: PROGRAM CHANGE. PL2 CF NEW DATES FOR TONIGHT SHOW AND FALLON ASAP.												
ORD COM2: THX SHARON												
THIS IS A MAKE-GOOD FOR OCT12 ON LINE-8 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT12 ON LINE-11 FOR 1 SPOT/WK												

REP HEADLINE# 6364823 TRF# 335872
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100

FAX# 610-225-1191

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS REPORT FROM REP

OCT5/12 16.43

CHANGES

*** WTOV-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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14	A		1235A-135A	30		\$100.00	10/9	10/11	1		TU-TH	1
----	---	--	------------	----	--	----------	------	-------	---	--	-------	---

PROGRAM : JIMMY FALLON

RM35-64 : 4.8

ORD COM1: PROGRAM CHANGE. PLZ CF NEW DATES FOR TONIGHT SHOW AND FALLON ASAP.

ORD COM2: THX SHARON

PART OF A MAKEGOOD MADE UP OF LINES 13-14

11	S		1235A-135A	30		\$100.00	10/12	10/12	0		FRI	0
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PROGRAM : J FALLON

RM35-64 : 0.9

STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#8	MISSED: FRI/1135P-1235A	OCT12	30S	\$700.00	(OCT5/12)
		BUY#11	FRI/1235A-135A	OCT12	30S	\$100.00	
			OFFER: TUE/1135P-1235A	OCT9	30S	\$700.00	PLS ADVISE.
			& TU-TH/1235A-135A	OCT9	30S	\$100.00	
			CMT: PROGRAM CHANGE. PLZ CF NEW DATES FOR TONIGHT SHOW AND FALLON ASAP.				
			CMT: THX SHARON				

OCT/12 16550.00

CONTRACT TOTAL 16550.00
TOTAL SPOTS 10

MARKET TOTALS \$28,534 WTOV 58% WTRF 26% WBWO 16% ETRF 0%

SVC- NSI BOOKS- OCT/PJ
DEMOS- RM35-64*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

ADV # 13822 ADV. NAME ISS/NRA REP. # OFF. # 2016 SALESMAN #
 AGY # 4189 AGY. NAME AMERICAN MEDIA & ADVOCACY GROUP BUYER NAME TRACEY ROBINSON
 815 SLATERS LANE SALES PRSN PH- TERESA DIFURIA
 ALEXANDRIA, VA 22314

ORDER # 335872 CONTRACT # 6364823 CLASS: NATL. LOCAL. REGIONAL

PRDCT NRA EST# 3316 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT8/12 OCT14/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT5/12 16.02

REP: TO SHARON
 FR NIKKI
 NEW NRA ORDER
 TOTAL \$16550
 PLS CNE THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

STATION MAKEGOOD OFFERS:
 M1 UNRESL BUY#8 MISSED: FRI/1135P-1235A OCT12 30S \$700.00 (OCT5/12)
 BUY#11 FRI/1235A-135A OCT12 30S \$100.00
 OFFER: TUE/1135P-1235A OCT9 30S \$700.00 PLS ADVISE.
 & TU-TH/1235A-135A OCT9 30S \$100.00
 CMT: PROGRAM CHANGE. PLZ CF NEW DATES FOR TONIGHT SHOW AND FALLON ASAP.
 CMT: THX SHARON

CONTRACT TOTAL 16550.00
 TOTAL SPOTS 10

REP HEADLINE# 6364823
*** ORIGINAL REV#0 ***

REP: TEL# 610-297-4100
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 610-25-1191
HARRIS REPORT FROM REP

OCT5/12 11.22
*** WTOV-TV ***

ADV # 1382 ADV. NAME ISS/NRA
AGY # 7189 AGY. NAME AMERICAN MEDIA & ADVOCACY GROUP
815 SLATERS LANE
ALEXANDRIA, VA 22314

REP.# _____ OFF.# 2016 SALESMAN # _____
BUYER NAME TRACEY ROBINSON
SALES PRSN PH- TERESA DIFURIA

ORDER # 335872 CONTRACT # 6364823 CLASS: NATL. LOCAL REGIONAL
PRDCT NRA EST#3316 COMMENTS: (LINE, ORDER, INVOICE) _____
FLIGHT DATES OCT8/12 OCT14/12 WK-1
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT5/12 11.22

REP: TO SHARON
FR NIKKI
NEW NRA ORDER
TOTAL \$16550
PLS CNE THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
NRA

CF 10/5-12¹⁶P-SLG

EC 10/5-11³⁰A-SLG

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL:
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS:

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =

AGENCY EST# = 3316

1	1200N-600P	30	\$800.00	10/13	10/13	1	SAT	1✓
PROGRAM : BIG EAST FTB								
RM35-64 : 5.1								
2	700P-815P	30	\$2,500.00	10/14	10/14	1	SUN	1✓
PROGRAM : FTBL NITE USA								
RM35-64 : 5.0								
3	815P-1130P	30	\$5,000.00	10/14	10/14	2	SUN	2✓
PROGRAM : NFL: SNF								
RM35-64 : 16.0								

REP HEADLINE# 6364823
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT5/12 11.22
*** WTOV-TV ***

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS:
4			1135P-1235A	30		\$700.00	10/8	10/8	1		MON	1✓
PROGRAM : TONITE SHW												
RM35-64 : 4.8												
6			1135P-1235A	30		\$700.00	10/10	10/10	1		WED	1✓
PROGRAM : TONITE SHW												
RM35-64 : 4.8												
7			1135P-1235A	30		\$700.00	10/11	10/11	1		THU	1✓
PROGRAM : TONITE SHW												
RM35-64 : 4.8												
8			1135P-1235A	30		\$700.00	10/12	10/12	1		FRI	1✓
PROGRAM : TONITE SHW												
RM35-64 : 4.8												
11			1235A-135A	30		\$100.00	10/12	10/12	1		FRI	1✓
PROGRAM : J FALLON												
RM35-64 : 0.9												
12			1130P-100A	30		\$350.00	10/13	10/13	1		SAT	1✓
PROGRAM : SAT NITE LIVE												
RM35-64 : 5.5												

OCT/12 16550.00

CONTRACT TOTAL 16550.00
TOTAL SPOTS 10

MARKET TOTALS \$28,534 WTOV 58% WTRF 26% WBWO 16% ETRF 0%

SVC- NSI BOOKS- OCT/PJ
DEMOS- RM35-64*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Jonathan Ferrell
do hereby request station time concerning the following issue:

National Rifle Association

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: National Rifle Association

<p>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</p> <p style="text-align: center;"> <input type="checkbox"/> Yes <input type="checkbox"/> No </p>	
--	--

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

Date Signature 703-683-4877
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

Signature VERN L. SCHOFIELD NSM
Printed Name Title

American Media & Advocacy Group

815 Slaters Lane, Alexandria, VA 22314
Phone: 703-683-4877 Fax: 703-683-6692

TRAFFIC INSTRUCTIONS

TO: TRAFFIC MANAGER
FROM: Tricia King
DATE: October 5, 2012
RE: National Rifle Association

You will receive a new :30s spot via Extreme Reach titled "Fracture" NRATV100612H.

EFFECTIVE MONDAY, OCTOBER 8 please run the following spot in this rotation:

FRACTURE	NRATV100612H	100%
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These Instructions are effective UNTIL FURTHER NOTICE

PLEASE SIGN & FAX BACK TO CONFIRM RECEIPT OF TRAFFIC AND SPOT

_____STATION	_____MARKET	_____INITIALS
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Please call 703-683-4877 or email me at triciak@natmedia.com with questions or to confirm traffic.